

1916
San Diego
California
Exposition

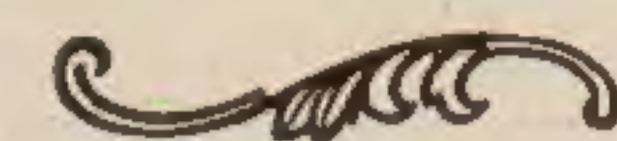


open Jan. 1 - closing Day Dec. 31 -
A NEW International Exposition

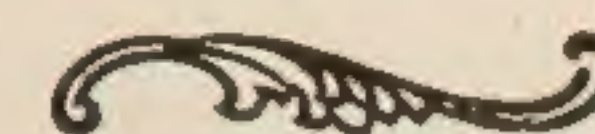
PANAMA - CALIFORNIA- INTERNATIONAL - EXPOSITION



San Diego's New International
the entire year of 1916. Exhibit
Daily Admission to the grounds is 50 cents.



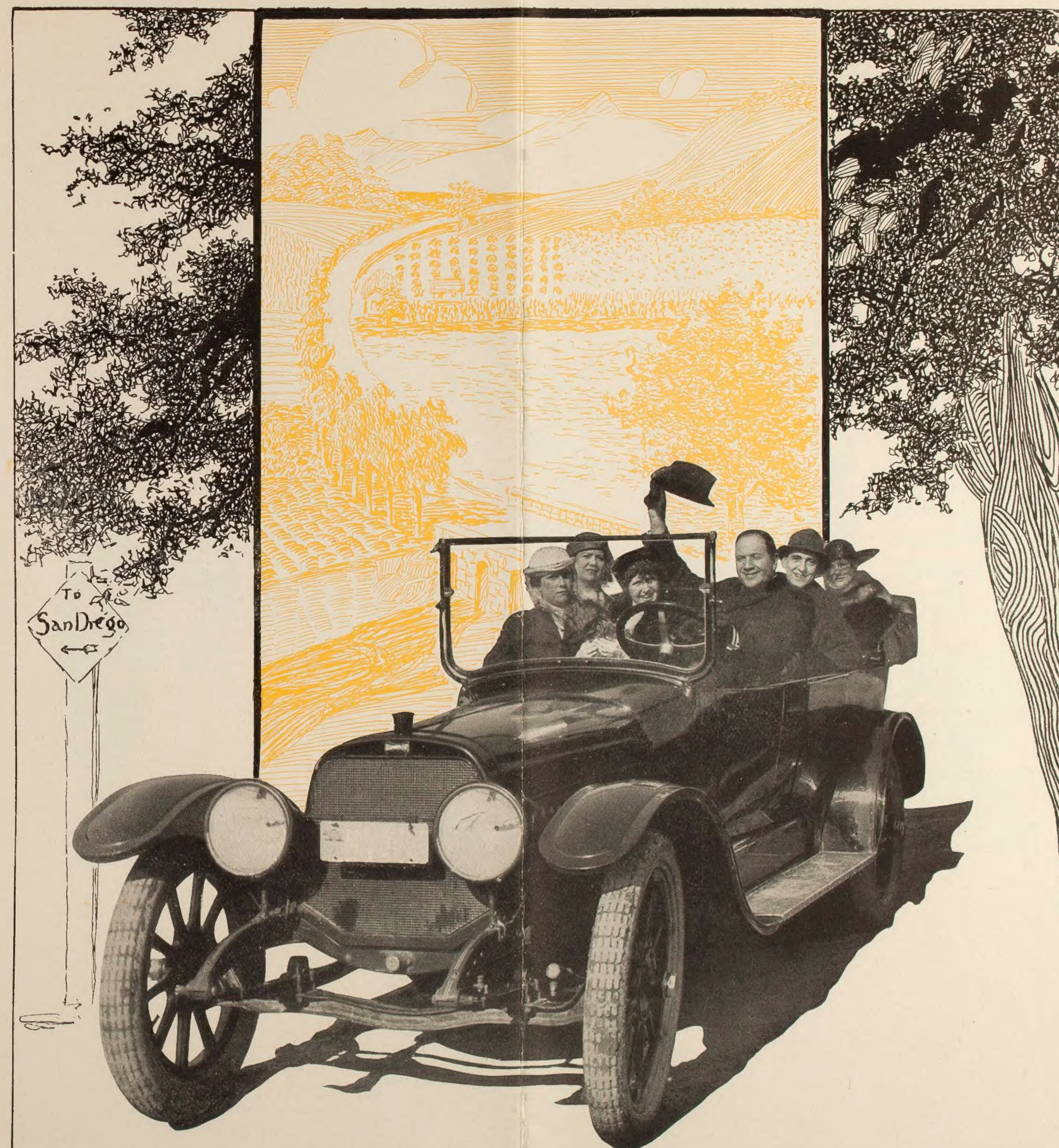
Exposition will be open through
Buildings open every day.
Night Admission, 25 cents. Autos, 25 cents.



CALIFORNIA
BUILDING



The Exposition Grounds comprise 614 acres in the center of beautiful Balboa Park, which, in turn is in the center of the city of San Diego. Balboa Park has a total of 1400 acres,—the largest artificial park in the world,—exceeding by 400 acres the famous Golden Gate Park in San Francisco. ¶ Additional participation of at least nineteen countries was assured early in January, and the exhibits were installed in January and February. ¶ The new exhibits have made necessary a change in the name of the 1916 Exposition to "Panama-California International Exposition." ¶ The 1915 Exposition was pronounced by two million and a half of visitors the most beautiful ever created. The Exposition's beauty will be far greater during 1916. ¶ The principal western states are represented with buildings and exhibits. Among the prominent displays made by California counties are those of Kern-Tulare and Alameda with buildings of their own, the San Joaquin valley counties in another building and those of Ventura, Los Angeles, San Bernardino, Orange, Imperial, Riverside and San Diego, in the Southern California Counties Building



The Auto Tourist will receive recognition. Special arrangements have been made to accommodate the travelers, and for parking their machines. Motor transportation will provide one of the most interesting programs of special events ever shown anywhere. They will continue daily from the opening to closing day.



"Your charming fairyland provides ample reward for the trip any traveler can make, and proves that there is a real end of the rainbow."

Wm. HOWARD TAFT

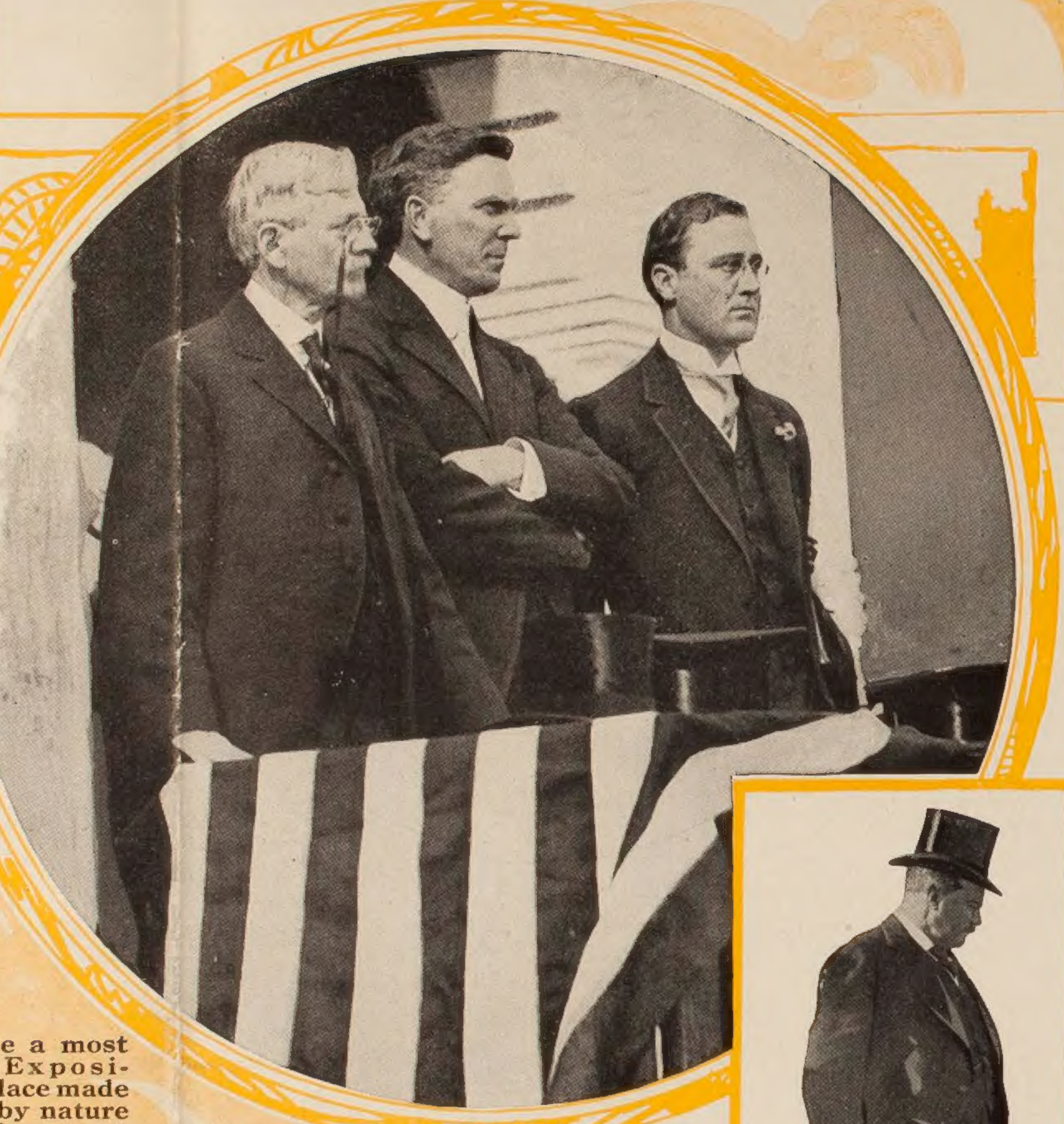
"I shall never forget the beautiful picture your Exposition offered."

THOS. R. MARSHALL

"This Exposition is one of the most beautiful and perfect things architecturally that has ever been conceived."

FRANKLIN K. LANE

The Government Aviation School is a short distance away and government aviators may be seen flying over the grounds daily.



THOS. R. MARSHALL, V.-Pres, U.S.A.
G. A. DAVIDSON, Pres, P.C.I. Exposition
FRANKLIN D. ROOSEVELT, Asst. Secy.
U.S. Navy



THEO. ROOSEVELT
Former President of
the United States



FRANKLIN K. LANE
Secretary of the Interior

The U. S. Government has given especial recognition to the 1916 Exposition. A battalion of marines, a troop of cavalry, a battalion of infantry, a corps of coast artillery, and many bands have been ordered to San Diego in addition to the presence of the Pacific Reserve Fleet in sight of the grounds.



PIGEONS IN
THE PLAZA
DE PANAMA



CHILDREN'S
DAY



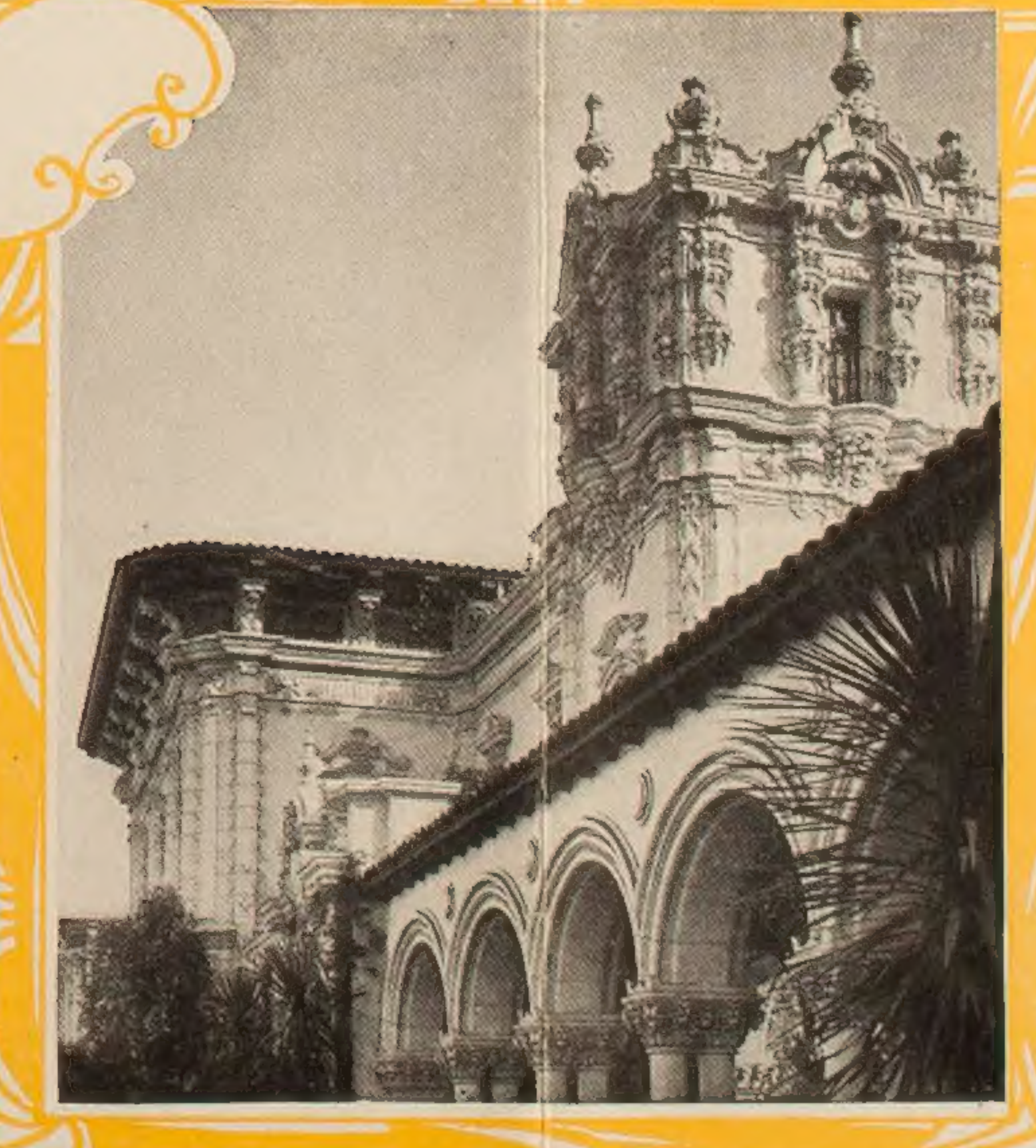
"Your Exposition is in a class by itself--the most attractive of its kind the country has seen in years."

JOHN D. HENDRICK,
Gov. of Wyoming

The largest outdoor pipe organ in the world, the gift of John D. and A. B. Spreckels, is one of the greatest musical attractions. The world's greatest bands have been engaged for the year.

"We all agree that there is but one word in the English language that describes the grounds, and that is 'exquisite.'"

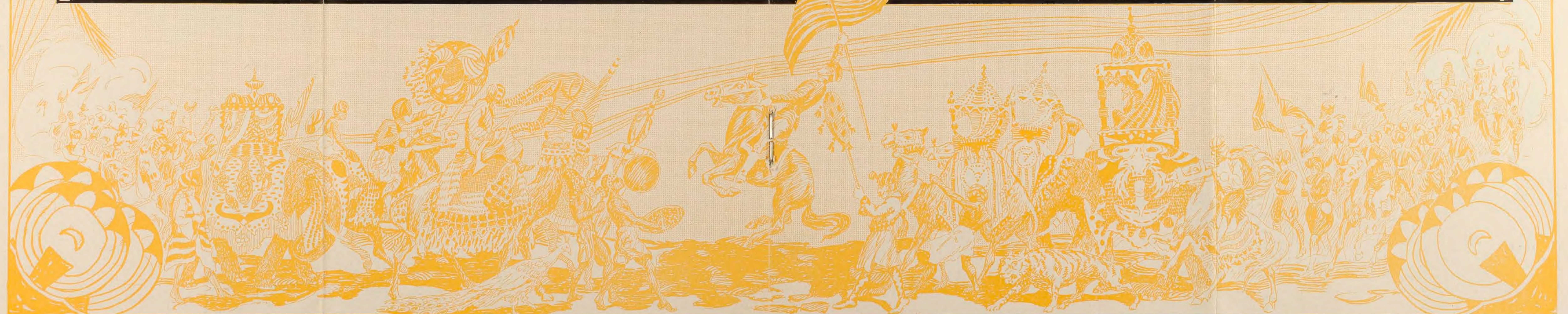
THEO. N. VAIL,
Pres. Am. Tel. & Cable Co.



EXPOSITION ARCHITECTURE



THE
PLAZA DE PANAMA



Canada, France, Italy, Russia, Germany, Switzerland, Austria, The Netherlands, Spain, Portugal, Japan, Brazil, the United States Government, Pan-Pacific Countries, India, and Persia are new nations participating.



POINTS OF INTEREST IN AND AROUND SAN DIEGO

FORT ROSECRANS.—Coaling Sta.; Ballast Point; Roseville. Point Loma Ferry; sight-seeing autos.
LOS BANOS.—Walking distance; foot of Broadway; fresh and salt water baths.
OLD MISSION.—Seven miles from 5th and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls standing. Sight-seeing automobiles.
OLD MEXICO.—Trains and sight-seeing autos.
OLD TOWN.—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place. No. 8 car, sight-seeing automobiles.
CORONADO AND TENT CITY.—Street cars, ferry and sight-seeing automobiles.
OSTRICH FARM.—No. 1 electric car.
OLD SPANISH LIGHTHOUSE (Point Loma).—Beautiful view. Sight-seeing automobiles.
NEW POINT LOMA LIGHTHOUSE.—Sight-seeing automobiles.

SWEETWATER DAM.—Trains, sight-seeing autos.
TORREY PINES.—Discovered by Dr. LeCompte in 1850. Rare species of pine found only in one other place in the entire world.
THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.
BENNINGTON MONUMENT (Point Loma).—Sight-seeing automobiles.
WIRELESS STATION (Point Loma).—Sight-seeing automobiles.
IMPERIAL BEACH.—Electric cars or boat.
OCEAN BEACH.—Electric car, 4th and Broadway.
LA JOLLA.—Trains and gasoline motors, Fourth and Broadway.
DEL MAR.—Trains (Santa Fe).
CARDIFF.—Trains (Santa Fe).
OCEANSIDE.—Trains (Santa Fe).
CORONADO ISLANDS.—By boat. Mexican possessions.
GROSSMONT.—Reached by S. D. & S. E. R. R. and sight-seeing automobiles.



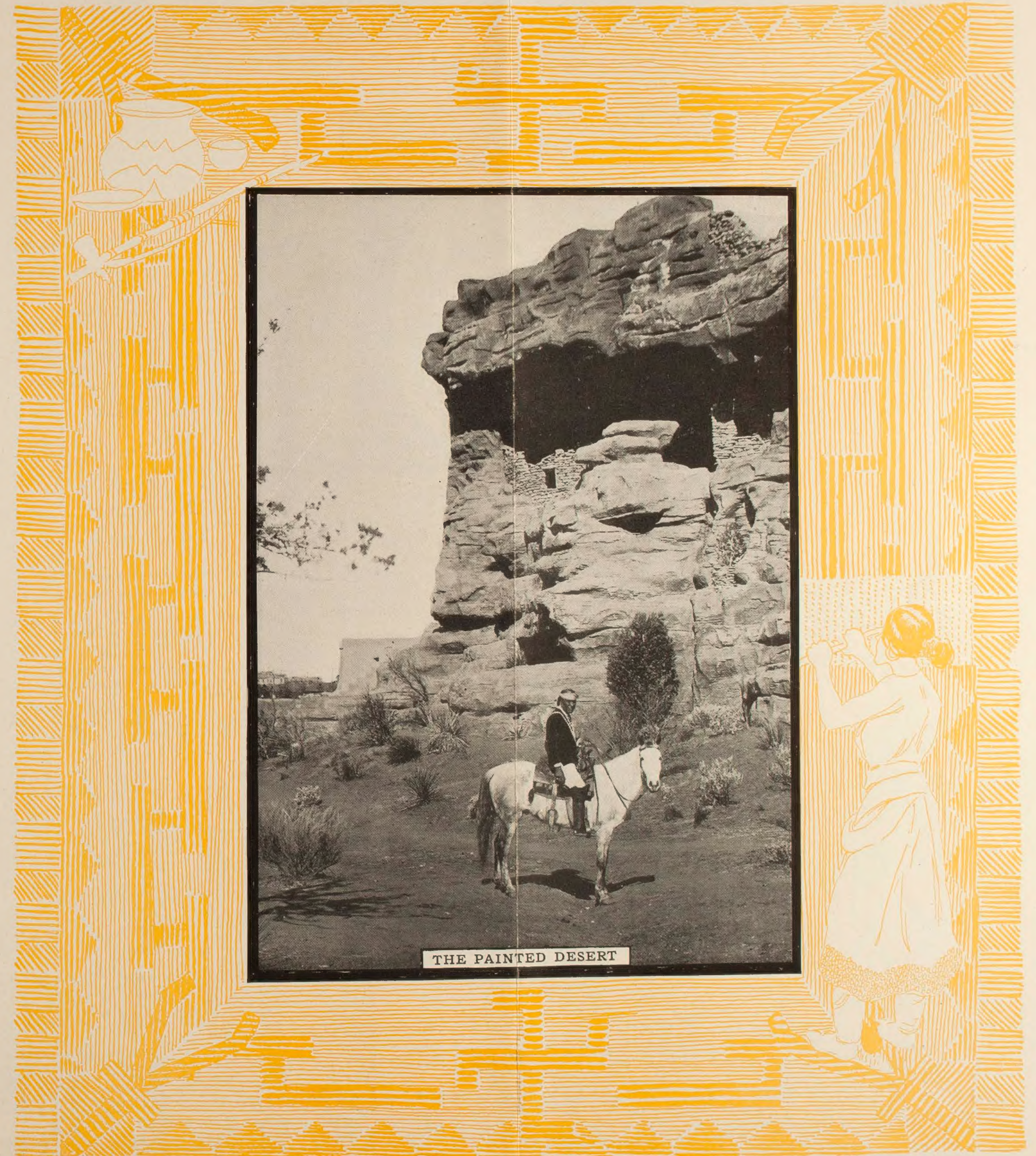
The Exposition's amusement street—The Isthmus—is half a mile long, and in addition to the best of the 1915 attractions, has added a score of new features, including the best of those providing entertainment at San Francisco's 1915 show



Because it is a Leap Year Exposition, a "Court of Leap Year" has been built and in this the feminine sex rule.



THE MIRROR POOL



THE PAINTED DESERT

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FRANK C. SPALDING, Treasurer

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President

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SAN DIEGO HAS

One hundred thousand population.
Fourth city in population in California.
Perpetual sunshine.

A 10,000,000-gallon per diem water filtration and aerating plant. Water system owned by city. Purest and cheapest mountain water of any city of its size in America.

Fifty-four churches.

Twelve banks, capital \$3,000,000.00; deposits \$23,000,000.00.

Fresh vegetables and fruits every day.
500,000 acres of unimproved land in the county.
State Normal School, \$200,000.00.
Polytechnic School, \$200,000.00, capacity 750.
High School, \$315,000.00; 40 instructors; over 1,000 attendance. Twenty-four public schools, value \$1,559,000.00, and employing 250 teachers.

Twenty-two square miles of anchorage ground in harbor. A harbor equal to New York.
Finest salt water fishing.

Two hundred manufacturing industries in operation.
\$500,000.00 improvements by Santa Fe R. R.
Roads good every day in the year.
Three daily newspapers and several weekly newspapers.
First port of call from the Panama Canal.
Raised \$4,800,000.00 for development purposes in one year.
Largest and best equipped aviation field and training school for aviators in America. Bird-men in the sky every day in the year.

HOTELS

| NAME | RATE |
|------------------|------------------|
| Albany | \$1.00 to \$5.00 |
| Albatross Inn... | 1.00 to 1.50 |
| Amherst | .75 to 1.50 |
| Arno | 1.00 to 1.50 |
| Barbara Worth. | 1.25 to 7.00 |
| Barstow | 1.00 to 3.00 |
| Batavia | 1.00 to 2.00 |
| Botsford | 2.00 to 3.50 |
| Burnap | .75 to 1.00 |
| Carleton | .50 to 1.00 |
| Colonial Inn... | 1.00 |
| Chelsea | 1.00 to 1.50 |
| Costa Vista... | 1.00 to 2.00 |
| Crane | .75 to 2.00 |
| Denver | 1.00 to 1.50 |

| NAME | RATE |
|----------------|------------------|
| Federal | \$1.00 to \$2.00 |
| Florence | 1.00 to 3.00 |
| Ford | 1.50 to 2.50 |
| Golden West... | .50 to .75 |
| Grand Central. | 1.00 |
| U. S. Grant... | 1.50 to 4.50 |
| Green | 1.00 to 2.00 |
| Haddon Hall... | 1.00 |
| Harvey | 1.00 to 1.50 |
| Hawthorne Inn. | 1.00 to 1.50 |
| Helix | .75 to 1.25 |
| Holland | 1.50 to 3.50 |
| Horton | 1.00 to 3.50 |
| Imperial | .75 to 1.00 |
| Jewett | 1.00 to 3.00 |

| NAME | RATE |
|-----------------|------------------|
| Keystone | \$1.00 to \$2.50 |
| Kinalmeaky Ct. | 1.00 to 2.50 |
| King Edward... | 1.50 to 3.00 |
| King George... | 1.50 to 3.00 |
| Kingston | 1.00 to 3.00 |
| Knickerbocker | 1.00 to 2.00 |
| Kirkland | 2.00 to 3.00 |
| Lanier | 1.00 to 2.50 |
| Robert E. Lee. | 1.00 to 1.50 |
| Lloyd | .50 to 1.00 |
| Lubin | 1.00 to 3.00 |
| Lynne | 1.00 to 1.50 |
| Manhattan | 1.00 to 2.00 |
| Martin | 1.00 to 4.00 |
| Mason | 1.00 to 2.50 |

| NAME | RATE |
|-----------------|------------------|
| New Palace.... | \$1.00 to \$3.00 |
| New Western... | 1.00 to 3.00 |
| Nye | 1.00 to 1.50 |
| Onyx | 1.50 |
| Olive | 1.00 to 1.50 |
| Oxford | 1.00 to 3.00 |
| Palmer | .50 to .75 |
| Palomar | 2.50 to 3.50 |
| Panama | 1.00 to 3.00 |
| Polhemus | 1.00 to 2.50 |
| Prescott | .75 to 1.00 |
| Raymond | 1.00 |
| Richelieu | 1.00 to 1.50 |
| Richmond | .50 to 1.00 |
| St. Charles.... | 1.00 to 1.50 |

| NAME | RATE |
|-----------------|------------------|
| St. James..... | \$1.50 to \$5.50 |
| St. Lawrence... | .50 to .75 |
| Sanford | 1.00 to 6.00 |
| San Diego..... | 1.00 to 2.00 |
| Schneider | 1.00 to 2.00 |
| San Remo..... | 1.00 to 1.50 |
| Sherwood Villa. | 1.00 to 1.50 |
| New Southern.. | 1.00 to 3.50 |
| Upas | 1.00 to 2.00 |
| Virginia | .75 to 1.00 |
| Washington | 1.00 |
| Wayne | 1.00 |
| Webster | 1.00 to 5.00 |
| Whipple | 1.50 to 2.00 |
| White House... | 1.00 to 2.00 |
| Wilsonia | 1.00 to 2.00 |

APARTMENT HOUSE

| NAME | RATE (Weekly) |
|------------------|--------------------|
| Adair | \$ 9.00 to \$35.00 |
| Alexandria | 17.50 to 30.00 |
| Alpha | 17.50 |
| Aurora | 17.50 |
| Balmoral | 7.00 to 15.00 |
| Belden | 6.50 to 16.00 |
| Blake | 28.00 |
| Boston | 16.00 to 17.50 |
| Braemer | 7.50 to 17.50 |
| Buckeye | 14.00 |
| Butler | 17.50 to 20.00 |
| Cedar | 10.50 to 21.00 |
| Carnegie | 7.00 to 35.00 |
| Cliff House.... | 14.00 |
| Commodore .. | 14.00 to 35.00 |
| Cornelius | 14.00 to 28.00 |
| Dahlia | 9.00 to 14.00 |
| El Centro..... | 14.00 |

| NAME | RATE (Weekly) |
|----------------|--------------------|
| El Commodo... | \$14.00 to \$28.00 |
| El Dorado.... | 17.50 to 28.00 |
| Elkins | 14.00 |
| El Ocho..... | 17.50 |
| El Oro..... | 14.00 to 28.00 |
| Franklin | 17.50 to 28.00 |
| Granada | 17.50 |
| Grand View.. | 14.00 to 20.00 |
| Hampton | 14.00 |
| Hawkeye | 10.50 to 21.00 |
| Hazel | 5.25 to 10.50 |
| Hermann | 17.50 |
| Highland | 14.00 to 28.00 |
| Howard | 14.00 to 28.00 |
| Idaline | 17.50 |
| Ivanhoe | 14.00 to 28.00 |
| Ivy | 7.50 to 28.00 |

| NAME | RATE (Weekly) |
|-----------------|--------------------|
| Karisa | \$10.50 to \$17.50 |
| Kearney | 5.00 to 6.50 |
| Kearsarge | 14.00 to 21.00 |
| La Binda.... | 14.00 to 21.00 |
| La Mar..... | 17.50 to 35.00 |
| Lee | 9.00 to 25.00 |
| Lincoln | 14.00 to 28.00 |
| Lucerne | 14.00 to 35.00 |
| MacDonald .. | 14.00 |
| Maple | 28.00 |
| Mardela | 7.50 to 21.00 |
| Marshall | 17.50 |
| Mirasol | 14.00 to 30.00 |
| Norris Cluster | 7.00 to 10.50 |
| Ottawa | 10.50 to 28.00 |
| Park | 17.50 |
| Parker | 17.50 to 35.00 |

| NAME | RATE (Weekly) |
|-------------------|----------------|
| Purrier | \$14.00 |
| Ramona | 14.00 to 28.00 |
| Rebecca | 10.50 |
| Revere | 17.50 to 28.00 |
| Rubin Block.. | 12.00 to 14.00 |
| Savoy | 14.00 |
| Solar | 28.00 |
| Sparks | 14.00 |
| Spokane | 14.00 to 21.00 |
| St. Anthony.. | 17.50 |
| Stirling | 14.00 |
| Stevens & Hartley | 14.00 to 28.00 |
| Sumner | 7.00 to 28.00 |
| Thorbus | 6.50 to 20.00 |
| Turpin | 30.00 to 35.00 |

| NAME | RATE (Weekly) |
|----------------|------------------|
| Virginia | \$14.00 |
| Waldorf | 28.00 |
| Washington .. | 14.00 |
| Wilshire | 14.00 to \$28.00 |

| NAME | RATE (Monthly) |
|-----------------|--------------------|
| Andersonian .. | \$30.00 to \$45.00 |
| Caroline | 35.00 to 45.00 |
| Esmeralda | 20.00 to 40.00 |
| Farr | 20.00 to 25.00 |
| Fern | 40.00 to 50.00 |
| Glenn | 25.00 |
| Lelia | 35.00 |
| McRae | 35.00 to 65.00 |
| Roosevelt | 20.00 to 25.00 |
| Vue de L'Eau | 65.00 to 120.00 |

NEW INTERNATIONAL EXPOSITION



NOW OPEN
CLOSING DAY DEC. 31-